



Euromonitor
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RTD Coffee in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Different routes to growth through different offerings within RTD coffee

US consumers are experiencing increased stress and anxiety, and paradoxically turn to caffeine

Nitro coffee struggles for acceptance due to competition from similar drinks

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Innovation in fountain sales aims to personalise experiences

Major foodservice operator to start phasing out fountain sales

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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